Iconic Oscar Mayer wiener will come in a plant-based version with a smoky taste later this year.

If you wish there was an Oscar Mayer wiener that was plant-based, soon there will be one.

Coming to market later this year: NotHotDogs and NotSausages from The Kraft Heinz Not Company, a joint venture of Oscar Mayer’s parent company Kraft Heinz, and TheNotCompany, a Jeff Bezos-backed New York-based food tech startup that makes products such as NotChicken and NotMilk.

Previous products from the venture include Kraft NotMac&Cheese, Kraft NotCheese Slices, and NotMayo.

With Oscar Mayer NotHotDogs and NotSausages, which will be available in bratwurst and Italian sausage flavors, the food makers say they aim to satisfy an underdeveloped and under-consumed category among the larger plant-based meat category.

Plant-based hot dogs are not new. But the Kraft Heinz Not Company says market research suggests consumers are disappointed in current products’ taste and texture.

Follow the latest news and policy debates on sustainable agriculture, biomedicine, and other ‘disruptive’ innovations. Subscribe to our newsletter.

NotHotDogs and NotSausages will debut… at the Natural Products Expo West show March 12-16 in Anaheim, Calif. and will begin arriving at retailers nationwide later in 2024, the Kraft Heinz Not Company said.